



**ALAMEDA
MUNICIPAL POWER**

A Department of the City of Alameda

TheFlash

Volume 24 • Number 7 • July 2011

AMP begins its 125th Year of Service

On July 11, 1887, Alameda's "Board of Trustees" (a body akin to today's City Council) voted to purchase the local assets of the Jenney Electric Company—and AMP was born. That means, on July 11 of next year, AMP will celebrate its quasiquicentennial, or its 125th birthday!



AMP is the oldest municipal electric utility west of the Mississippi and one of the oldest power utilities of any kind, anywhere. Alamedans can take great pride in the century-and-a-quarter success of our electric enterprise.

For the first few years of operation, AMP's main purpose was street lighting, as most of the conveniences we now take for granted hadn't yet been invented. By the mid 1910s though, the "Alameda Electric Lamp Post" was serving as a model for the nation's urban street lighting systems. The San Francisco Daily News reported that Alameda was known as the best-lighted city in the Bay Area, having more and better lampposts than any other city per unit of population while its customers benefited from lower rates. It was an auspicious beginning.

And our community's energy leadership continues today. Our reliability record exceeds national averages. Our rates have remained consistently below surrounding utilities. Now recognized as "The Greenest Little Utility in America," AMP is first in the State of California in the use of renewable resources. We've grown with the industry and evolved to meet the changing needs and values of our owners—that's YOU!

Over the coming months, we're hopeful of sharing more of AMP's rich and colorful history, and we hope you'll join in the celebration! 💡

Edison Students become Green Powerstars!

by Ana Espinoza, Program Coordinator

AMP's GREEN POWERSTAR pilot program launched recently at the Edison Elementary School—home of the Otters! Students from kindergarten through the fifth grade participated in the new AMP program that teaches the basics of energy, how electricity is generated, renewable energy, and ways to conserve.

Ways to make an impact at home were highlighted during a theatrical skit in which fifth graders participated. They donned the roles of an Energy Vampire, Energy Hogs, an

energy-wasting family and, of course, our hero the GREEN POWERSTAR. There was a happy ending to the battle between efficiency and waste as the GREEN POWERSTAR offered tips on how to save energy and, together with help from an enthusiastic audience, tapped into the renewable powers of the sun, wind, and water to defeat the villains.

Outside the auditorium, students learned about everyday operations, safety, and careers in the utilities. Experienced AMP employees operated a boom



The proposed Second Campus of Lawrence Berkeley National Laboratory would mean big things for our City and for AMP! We encourage everyone to attend the

Pre-Public Meeting BBQ
on July 13, 6:00 p.m.,
and

LBNL Public Support Workshop
on July 13, 7:00 p.m.,
at the

Auctions by the Bay Theater

and to demonstrate continued support by displaying a lawn or window sign and joining in the City's postcard campaign.

For more details, please see:
www.lab2Alameda.org

truck much to the delight of all. Students received a take-home energy audit that put their skills at spotting energy waste to the test. This family activity covered everything that was addressed in the assembly and gave parents a list of energy-efficiency resources.

Students also participated in a CFL exchange and received a button certifying them as official GREEN POWERSTARS. The program was received with great

See Green Powerstars on page 2

POWER CONTENT LABEL		
ENERGY RESOURCES	ALAMEDA 2010 Fuel Mix	**Total CA System Power
	% of Load	(for comparison)
Eligible Renewable	64%	11%
-Biomass and Waste	21%	2%
-Geothermal	36%	4%
-Small Hydroelectric	1%	1%
-Solar	0%	0.2%
-Wind	6%	2%
Coal	0%	18%
Large Hydroelectric	22%	11%
Natural Gas	1%	46%
Nuclear	0%	14%
Other	0%	
Unspecified	13%	
Annual Total	100%	100%
** Percentages are based on the California Total System Power		
For specific information about this electricity product, contact Alameda Municipal Power . For general information about the Power Content Label, contact the California Energy Commission at 1-800-555-7794 or www.energy.ca.gov/consumer .		

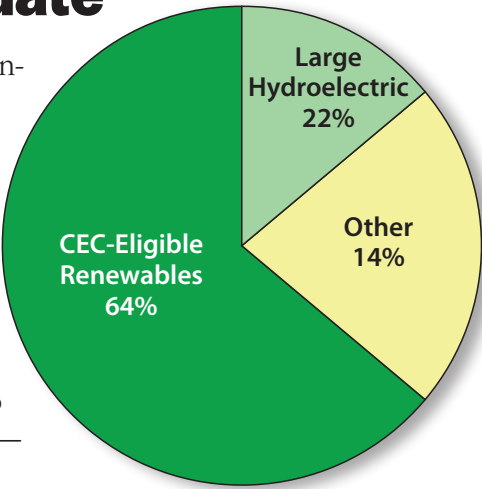
A Power Content Label Update

The California Energy Commission's Power Content Label is designed to protect you as an energy consumer. Here's an update!

This label shows the variety of resources used to generate Alameda's—and California's—electricity.

Two columns allow you to compare the power 'content' (or resource mix) of your electricity with the statewide "Total CA System Power" mix.

As shown above, almost 90% of the power you received from AMP last year was generated using carbon-free resources. 🌱



Low-Income Assistance Programs Changing

Changes are coming to Alameda Municipal Power's EAP and Project EASE programs. The Energy Assistance Program (EAP) and Project EASE (Energy Assistance through Supportive Efforts) are designed specifically to assist low-income Alameda households.

AMP is bringing the administration of both these programs in house. Participating customers or those with questions should call (510) 748-3900 to learn more.

Assistant General Manager, Customer Resources Sherri Hong explained, "The Red Cross has provided great service to us in the past by accepting and processing applications and determining eligibility. Like so many social service agencies though, their resources have been impacted by recent economic conditions. Our sincere thanks go to the Red Cross for their past assistance and for their help with this transition."



EAP provides ongoing assistance to qualifying low-income customers. The main objectives of the program

are to provide bill assistance through a 25% discount on the customer's monthly electric bill and to reduce the customer's energy use. EAP is funded through AMP's Public Purpose Program.

Project EASE provides short-term emergency assistance to residential customers who are experiencing financial challenges and who have no alternative source of assistance with their electric bill. The program is intended to help after all other resources have been expended. Project EASE is funded by AMP. 🌱

Green Powerstars from page 1 enthusiasm, and we look forward to bringing it to other schools in the Alameda Unified School District next year. 🌱

CLIP and KEEP!

Important AMP contact numbers:
Customer Service 748-3900
After Hours/Emergency..... 748-3902
TDD (hearing impaired) 522-7538
E-mailinfo@alamedamp.com
Internet..... www.alamedamp.com

The FLASH is published as a service to the customer-owners of Alameda Municipal Power. Readers are invited to submit ideas, suggestions, comments, or questions by writing to the editor at Alameda Municipal Power, P.O. Box H Alameda, CA, 94501-0263 or by email to mccabe@alamedamp.com.

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Know What's Below

Planning a home improvement job? Planting a tree? Installing a fence or deck? Want to avoid spending some time in the dark? It's as simple as 8-1-1!



In the past, some homeowners and contractors have made risky assumptions about whether or not to get utility lines marked, but a free service, 811, can help ensure everyone's safety and security.

Every digging job warrants a call—even small projects like planting trees and shrubs. That's because the depth of utility lines varies, and there may be multiple utility lines in a common area. Digging without calling can disrupt service to an entire neighborhood, harm you and those around you, and potentially result in fines and repair costs. Calling 811 before every digging job gets your underground utility lines marked for free and helps prevent undesired consequences.

Call 811 a few days prior to any digging, and your call will be routed to an area One Call Center. Tell the operator where you're planning to dig and what type of work you will be doing, and AMP and other affected utilities will be notified about your intent to dig. In a few days, a locator will be sent out to mark the approximate location of your underground lines, pipes, and cables, so you'll know what's below—and be able to dig safely.

Remember, always call 811 before you start any digging project! You'll avoid injury, expense, embarrassment—and a very inconvenient time in the dark. 🌱